TROPICAL

SUPER GLOSS WHITE

"Save the surface and you save all" – *Paint & Varnish*

For Walls and Ceilings
Also Made in Eggshell
and Flat Finishes

TROPICAL

The Tropical Paint & Oil Co., Cleveland, Ohio

Stores are easy to keep bright and sanitary when the walls and ceilings are painted with Super Gloss White. People like to buy from a store like this, because they feel that everything sold there is fresh and clean.

SUPER
FLAT GLOS
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For Every Int

Clean white walls and ceilings greatly improve the appearance of power plants. A bright, cheerful room like this gives the employees an incentive to keep the equipment in first-class condition in every way.

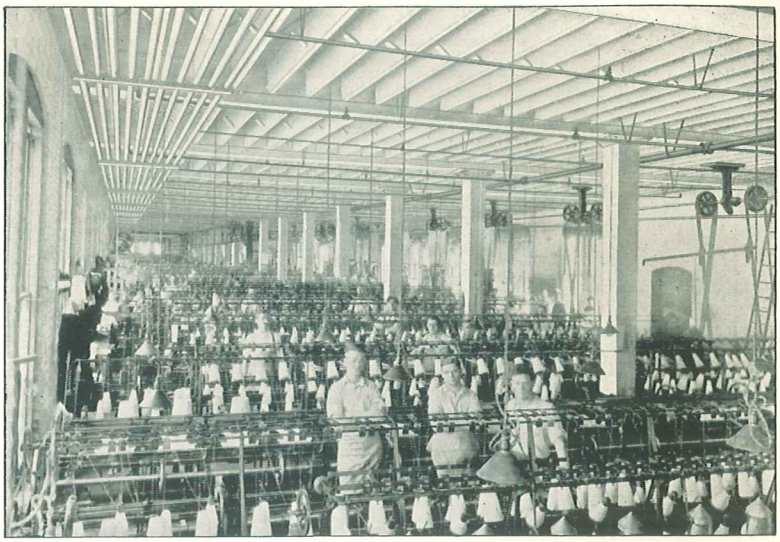
SUPER Gloss White is made to meet the exacting demands of those who are farsighted enough to know that it is true economy to paint walls and ceilings with paint which is really durable and remains white.

Usually interior whites are made to meet a price rather than the service which the paint should render. When Super Gloss White was worked out we went at the problem from another direction. We built a paint which would be white and stay white, have a durable finish and last for years. The price was not set until Super Gloss White was made and thoroughly tested.

As a result of this policy, Super Gloss White gives unusual service and satisfaction to the user yet actually costs less on a cost-per-year basis, which is the only true way to figure paint costs.

Super Gloss White is a smooth enamel-like paint based on the new synthetics which have improved finish, durability and whiteness to a superlative degree. On metal a gallon will cover about 350 square feet two coats; on wood, about 300 square feet two coats; and on plaster or concrete, about 300 square feet two coats. The figures given above are necessarily approximate, as covering capacity varies with the condition of the surface and the brush work of the one applying the paint, but they are near enough to use in estimating the amount needed for any given job, as they are quite conservative.

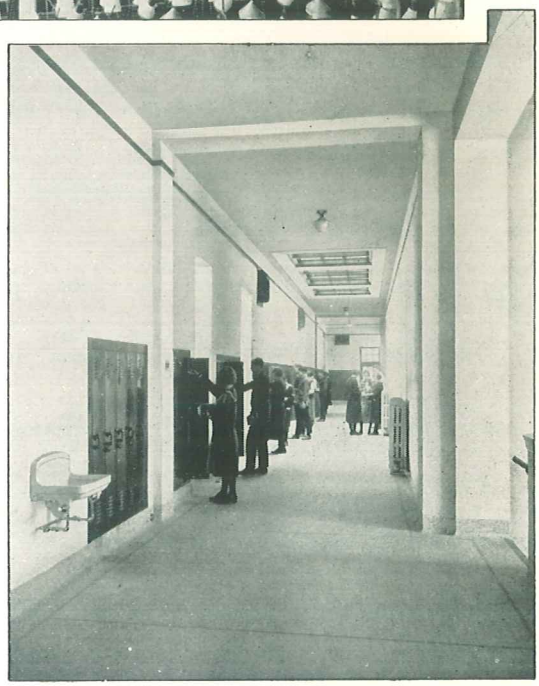
Super Gloss White improves working conditions and reduces light bills. It reflects daylight into all dark corners, reduces shadows and increases output by making the factory a cheerful place in which to work.



SS EGGSHELL HITE

terior Surface

SUPER Gloss White produces a brilliant gloss surface similar to tile. For those who prefer other finishes we manufacture Super Eggshell White which has a white silky appearance that is restful and pleasing to the eye and Super Flat White which dries with a pure white, smooth, flat surface. These three finishes are to be used on interior walls and ceilings of concrete, plaster, brick, wood, metal or canvas, wherever durability and lasting whiteness are desired.



In schools, sanitation is of the greatest importance. There is no chance for dirt and germs to find lodgment when walls and ceilings are painted with Super Gloss White Its use is one step toward keeping pupils in good health.

The use of these Super Whites will reduce light bills by reflecting daylight and utilizing artificial light to the fullest extent. There can be no dark, dingy spots in rooms painted with them. Our Super Whites offer the means of flooding dark hallways with light; improving working conditions in factories; making cellars clean, bright and sanitary; removing the danger of dark elevator shafts and stairways; and making attractive store rooms. The cost of painting with our Super Whites is small when you consider both the improved appearance of the walls and ceilings and the favorable effect on the people who see them.

The real facts about any interior white can best be brought out by trying it yourself, either alone or in comparison with other coatings made for the same purpose. All whites may look alike in the can, but when spread upon the surface time will show what they are really worth. We welcome trial orders for our Super Whites, as we know that they will speak for themselves when put into actual service and show their superiority over coatings not having the benefit of modern synthetics in their formulation.

A Complete Maintenance Paint Line

For years we have specialized in the manufacture of Paints, Enamels, Varnishes and Roof Coatings for the maintenance and upkeep of industrial, commercial and institutional buildings. We have everything that you need for the protection of your buildings from the top of your stacks to the foundation walls.

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